

VZCZCXYZ0000  
RR RUEHWEB

DE RUEHMS #0147 0451206  
ZNR UUUUU ZZH  
R 141206Z FEB 07  
FM AMEMBASSY MUSCAT  
TO SECSTATE WASHDC 7807

UNCLAS MUSCAT 000147

SIPDIS

SIPDIS

STATE FOR NEA/ARP, OES/S

E.O. 12958: N/A  
TAGS: [PAHO](#) [SOCI](#) [UNDP](#) [UNGA](#) [MU](#)  
SUBJECT: OMAN FOCUSED ON REDUCING TRAFFIC FATALITIES

REF: STATE 15184

-----  
Summary  
-----

¶1. Traffic accidents are a serious concern in Oman, as the per capita mortality rate is significantly higher than the global average. Al Mustadaama, a non-profit organization initially funded by the MEPI program, actively promotes awareness through a child safety restraint program. End Summary.

-----  
Dangerous Roads  
-----

¶2. Traffic fatalities on Omani roads are well-documented and well-publicized. In 2005, the Royal Oman Police (ROP) reported that 689 people died in auto accidents over the course of the year; 122 of the victims were younger than 15 years of age. The Ministry of Health reported that 20% of child deaths in Oman resulted from auto accidents. Approximately 6,500 people were injured in auto mishaps, including 968 children. Oman's automobile mortality rate per 100,000 people was 28, far above the global mortality rate of ¶19. From 2000-2005, Oman registered approximately 3,500 auto fatalities, with roughly 50,000 injuries.

-----  
Creating Awareness  
-----

¶3. Responding to these alarming statistics, "Al Mustadaama" (Sustainability) was formed - with the assistance of a MEPI small grant - as a non-profit company to promote child safety in vehicles. The goals of al Mustadaama are to create awareness among Omanis of the dangers driving poses to unrestrained children and to encourage drivers to buckle-up their children. The organization manages a multimedia website to promote awareness of the dangers of road transport in Oman. Al Mustadaama also sponsors an advocacy campaign under the banner of "Salim wa Salimah" (Safe and Sound), which provides information to drivers on the benefits of securing their children in appropriate child seats. In addition to furnishing statistics and information, the website offers films such as "Doesn't Your Child Deserve a Safe Ride," which is loaned out to schools, colleges, mosques, and clubs.  
GRAPPO